

CAR RT SORT**CRO1
999999999999999999
Mr. Sample A. Sample
123 Main Street
Anytown, US 12345-6789

Peel off this label and place where indicated on your outgoing order form.

Dear Sample:

Marlboro is introducing an exciting new gear program called The Marlboro Country Store - and, as a friend of Marlboro, we've sent you this special package.

Take a look inside your personal copy of The Marlboro Country Store catalog, and you'll see many pieces of gear you can't get anywhere else: like a Marlboro Barn Coat out for comfort in classic canvas; a stonewashed denim shirt loaded with traditional details; a solid-brass Zippo® lighter with a lifetime guarantee. There's a leather-collared jean jacket, rough and rugged T-shirt, a classic English bristle dartboard, and much, much more - all made with the quality you expect and count on from Marlboro.

To help you get started, we've included a coupon good for \$2.00 off 5 packs of any style Marlboro...plus a certificate for 25 Bonus Miles.

And to make saving your Miles easier, you'll see we've also included a Marlboro Country Store Mile Saver. Just pull it off, put it up, and start saving the Miles. Once you've earned your gear, use your personalized peel-and-stick label at the top of this page. Place it on your order form, and it'll help everyone give your order the quick attention it deserves.

So enjoy your special preview of The Marlboro Country Store. And start saving the Miles to GET THE GEAR MADE FOR THE GREAT WIDE OPEN.

-Your Friends at The Marlboro Country Store

P.S. If you still have Adventure Team Miles - hang on to 'em. You can use up to 300 Miles (60 UPCs) toward any of the gear in The Marlboro Country Store.

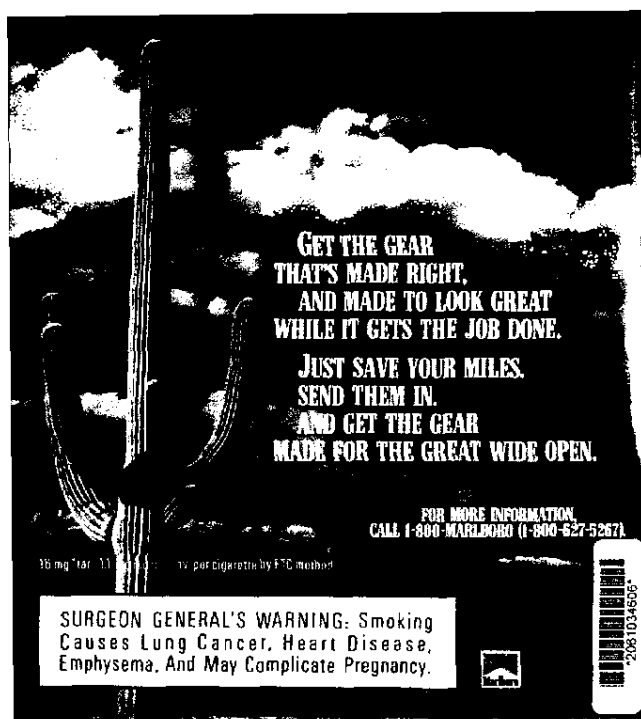
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GOOD TOWARD ANY ITEM IN THE
MARLBORO COUNTRY STORE CATALOG

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Mr. Sample A. Sample
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GET THE GEAR
THAT'S MADE RIGHT.
AND MADE TO LOOK GREAT
WHILE IT GETS THE JOB DONE.

JUST SAVE YOUR MILES.
SEND THEM IN.
AND GET THE GEAR
MADE FOR THE GREAT WIDE OPEN.

FOR MORE INFORMATION,
CALL 1-800-MARLBORO (1-800-627-5267).

15 mg "tar," 1.1
15 per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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